Print Date

10/19/12 Page 1 of 3



WDAF-TV

Order%

ORDER

Flight Dates 10/17/12-10/22/12

<u>Order Sep</u> 00:15:00

Product Estimate # 2906

Contract / Revision 583087 / MO-US SEN-TODD AKIN Alt Order # 09842330

Original Date / Revision Agency Com 15% Billing Type Cash

10/19/12 10/19/12 Billing Contact Order Type GENERAL

Advertiser Akin/R/MO/US Senate Billing Contact Order Type GENERAL

Billing Contact Billing Cycle EOM/EOC

7669 Staggers Loop <u>Billing Calendar</u> BROADCAST

Delaware, OH 43015

Demographic A35+

Agency Strategic Media Placement Rev Codes SP-POL CAN POL

Buying Contact
Sales Office DC-M Product Codes PL1Ba

7669 Staggers Loop Sales Region NAT Priority 3

Delaware, OH 43015 Agency Ref Advertiser Ref

Start Date

Primary Account Executive

Dan Driscoll

Account Executive

Dan Driscoll 100%

Order Share 25% Market Value 35120

End Date

Competing Station % of Order Amount

KCPT	%	0
KCTV	25%	8780
KCWE	%	0
KMBC	25%	8780
KMCI	%	0
KPXE	%	0
KSHB	25%	8780
KSMO	%	Λ

Order Totals

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount

October 2012 16 \$7,463.00 \$8,780.00 0.00 10/01/12 10/22/12 16 \$7,463.00 \$8,780.00

Totals 16 \$7,463.00 \$8,780.00 0.00

													Tota	ls
- 1	_n	Ch	Start	End	Inventory Code	Break	Start/End 7	Time Days	Len Sp	oots	Rate Pri	Rtg Type S	pots	Amount
	1	4	10/17/12	10/19/12	M-F 7-9a	CM-All	7-8a	TF	:30	2	\$375.003	0.00 NM	2	\$750.00
					7-8a		(7:00 AM-8:0	00 AM)				ı		
	1	NEWS										1		
		<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				l.		
	We	ek: 10/	15/12	10/21/12	TF	2	\$375.00	0.00						
	2	4	10/17/12	10/19/12	M-F 7-9a	CM-All	8-90	TF	:30	2	\$375.003	0.00 NM	2	\$750.00
					8-9a		(8:00 AM-9:0	00 AM)						
···· T., ,]	NEWS												
		Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
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	Ī	NEWS												
		<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
	Wε	ek: 10/	15/12	10/21/12	TF	2	\$400.00	0.00				1		



Contract / Revision

583087

Flight Dates 10/17/12-10/22/12

Hiatus Dates

Original Date / Revision 10/19/12/

10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN

Estimate # 2906

	Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Spo	ots I	Rate Pri	Rtg Type	Tota Spots	Amount
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	NEW:	3		630-6p		(5:30 PM-6	:60 PM)				- 1		
		tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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Ę 8	4	10/17/1	2 10/10/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9	TF :36 PM)	:30	3 \$2	100.003	0.00 NM	0	\$0.0
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10 W	eek; 11 1 C 4 NEWS Sek; 11	0/22/12 th Date Re 4 10/22/1: redited 10/22/1 6 tart Date 0/22/12	10/28/12 inge D 2-10/28/12 N 2 10/22/12 End Date 10/28/12	M escription I-F 9-10p M-F 630-7p M-F 630-7p Weekdays M	1 Start 9-93 CM-All Spots/Week 1	\$800.00 /End Time 0p 630-7p Rate \$1,000.00	0.00 <u>V</u> (9:00 PM-9:30 PM M <u>Rating</u> 0.00	:30	1 \$1,0	(\$800.00) 000.003	0.00 NM	1	\$1,000.00
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Print Date: 10/19/12

Page 3 of 3

583087

Flight Dates 10/17/12-10/22/12

Hiatus Dates

<u>Original Date / Revision</u> 10/19/12/ 10/19/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN

Estimate # 2906

Ln C	h :	Start	End	Inventory Code		Start/End Ti		Len Spots	Rate Pri	Rtg Type	Tota Spots	als Amount
E 15	4 1	0/22/12	10/22/12	M-F 1030-1102p M-F 1030-1102p		1030-1102p	Mennann	:30 1	\$500.002	MW 00.0	1	\$600.00
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and the second second second	A San Tarken and		200000000000000000000000000000000000000							Totals	16	\$8.780.00

00:15:00



ORDER

Flight Dates 10/17/12-10/22/12

Order Sep

Product Estimate # 2906

Contract / Revision 583087 / MO-US SEN-TODD AKIN Alt Order # 09842330

Original Date / Revision Agency Com 15% Billing Type Cash

10/18/12 10/18/12 Pilling Contact Order Type GENERAL

10/18/12 10/18/12 <u>Billing Contact</u> <u>Order Type</u> GENERAL

Advertiser Akin/R/MO/US Senate <u>Billing Cycle</u> EOM/EOC

7669 Staggers Loop <u>Billing Calendar</u> BROADCAST

Delaware, OH 43015

Demographic A35+

Agency Strategic Media Placement Rev Codes SP-POL CAN POL

Buying Contact
Sales Office DC-M Product Codes PL1Ba

7669 Staggers Loop Sales Region NAT Priority 3

Delaware, OH 43015 Agency Ref Advertiser Ref

Start Date

Primary Account Executive

Order%

Dan Driscoll

Account Executive

Dan Driscoll 100%

Order Share 25% Market Value 47920

End Date

Competing Station % of Order Amount **KCPT** % 0 **KCTV** 25% 11980 **KCWE** % 0 **KMBC** 25% 11980 KMCI % 0 **KPXE** % 0 11980 **KSHB** 25%

%

0

Order Totals Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount October 2012 20 \$10,183.00 \$11.980.00 0.00 10/01/12 10/22/12 20 \$10,183.00 \$11,980.00 20 \$10,183.00 \$11,980.00 0.00 Totals

KSMO

												Tota	ıls
Ln	Ch	Start	End	Inventory Code	Break	Start/End T	Time Days	Len Sp	oots	Rate Pri	Rtg Type S	pots	Amount
1	4	10/17/12	10/19/12	M-F 7-9a	CM-AII	7-8a	TF	:30	2	\$375.Q03	0.00 NM	2	\$750.00
				7-8a		(7:00 AM-8:0	00 AM)				1		
1	NEWS					•	,				i		
	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	eek: 10/	15/12	10/21/12	TF	2	\$375.00	0.00						
2	4	10/17/12	10/19/12	M-F 7-9a	CM-AII	8-9a	TF	:30	2	\$375.003	0.00 NM	2	\$750.00
				8-9a		(8:00 AM-9:0	00 AM)				1		
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	Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	ek: 10/	15/12	10/21/12	TF	2	\$375.00	0.00				1		
3	4	10/17/12	10/19/12	M-F 5-6p	CM-All	5-530p	TF	:30	2	\$400.003	0.00 NM	2	\$800.00
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Print Date: 10/18/12

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583087

Flight Dates 10/17/12-10/22/12

Hiatus Dates

<u>Original Date / Revision</u> 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate

Product MO-US SEN-TODD AKIN

Estimate # 2906

n Cl	h Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Tota Spots	Amoun
4	4 10/17/°	2 10/19/12	M-F 5-6p		530-6p (5:30 PM-6:0	TF	:30	2	\$400.003	0.00 NM	2	\$800.
NE	ws		530-6p		(8:30 FW-0:0	(C PIVI)						
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week	: 10/15/12	10/21/12	TF	2	\$400.00	0.00						
•	4 10/17/ [.] WS	12 10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	TF	:30	2	\$540.003	0.00 NM	2	\$1,080.
INE	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	: 10/15/12	10/21/12	TF	2	\$540.00	0.00						
_		12 10/19/12	M-F 9-10p 9-930p		9-930p (9:00 PM-9:3	TF 0 PM)	:30	3	\$800.003	0.00 NM	3	\$2,400
NE	WS	End Data	Maakdaya	CnotoAMook	Doto	Doting						
Week	Start Date t: 10/15/12	End Date 10/21/12	<u>Weekdays</u> TF	Spots/Week 3	<u>Rate</u> \$800.00	Rating 0.00						
		12 10/22/12			9-930p	M	:30	1	\$800.003	0.00 NM	1	\$800
_			9-930p		(9:00 PM-9:3	0 PM)						,
NE	WS											
101	Start Date c: 10/22/12	End Date	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$800,00	Rating 0.00						
		10/28/12 12 10/22/12		· · · · · · · · · · · · · · · · · · ·	630-7p	M~~~	:30	1	\$1,000.003	0.00 NM	1	\$1,000
10	4 (9)66)	12 19/6A/1A	M-F 630-7p	Civiryai	Qua-i p	1-1	.00	'	Ψ1,440.40 Q	0.99 (4)		W1,000
NE	WS		•									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	c: 10/22/12	10/28/12	M	·	\$1,000.00	0.00			4,00,000	0.00.411.4		0.400
11	4 10/18/	12 10/19/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	TF	:30	1	\$400.003	0.00 NM	1	\$400
NE	ws		WET OFFA									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week	c 10/15/12	10/21/12	TF	1	\$400.00	0.00						
12	4 10/20/	12 10/20/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	~~S~	:30	1	\$800.002	0.00 NM	1	\$800
1071	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	c: 10/15/12	10/21/12	S-	1 0000	\$800.00	0.00 \$-	.20		£1 000 00 0	0.00 1114	4	#4 AAC
13			College Home Te	am	(6:30 PM-9:3	10 PM)	:30	1	\$1,000.003	MM 00.0	1	\$1,000
Maak	Start Date c: 10/15/12	End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
			Su 10-1030P Su 10-1030p	······································	10-1030p	\$:30	1	\$800.002	0.00 NM	1	\$800
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week	c: 10/15/12	10/21/12	S	1	\$800.00	0.00						
			M-F 1030-1102p M-F 1030-1102p	CM-AII	1030-1102p		:30	1	\$600.002	0,00 NM	1	\$600
	Atra- 1a/A 4	-End Data	Weekdays	-Snots/Meek	Rate	Rating	, ,=		, ,	-14444		
· · · · · · · · · · · · · · · · · · ·	Start Date	End Date	vveekuay3	Opoto/44cci	1000							





Flight Dates 10/17/12-10/22/12

 Order Sep
 00:15:00

 Product
 Estimate #
 2906

Contract / Revision 583087 / MO-US SEN-TODD AKIN Alt Order # 09842330

Original Date / Revision Agency Com 15% Billing Type Cash

10/18/12 10/18/12 Pilling Centert Order Type GENERAL

Advertiser Akin/R/MO/US Senate Billing Contact Order Type GENERAL

Billing Contact Billing Cycle EOM/EOC

7669 Staggers Loop Billing Calendar BROADCAST

Delaware, OH 43015

Demographic A35+

Agency Strategic Media Placement Rev Codes SP-POL CAN POL

Buying Contact
Sales Office DC-M Product Codes PL1Ba

7669 Staggers Loop
Delaware, OH 43015
Sales Region NAT
Priority 3
Agency Ref
Advertiser Ref

Primary Account Executive Dan Driscoll

Account Executive Order% Start Date End Date

Dan Driscoll 100%

Order Share 25% Market Value 47920

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	11980
KCWE	%	0
KMBC	25%	11980
KMCI	%	0
KPXE	%	0
KSHB	25%	11980
KSMO	%	0

Order Totals Billing Plan # Spots Month # of Spots Net Amount Gross Amount Rating Start Date End Date Net Amount Gross Amount October 2012 20 \$10,183.00 \$11,980.00 0.00 10/01/12 10/22/12 \$11,980.00 \$10,183.00 20 \$10,183.00 0.00 \$11,980.00 Totals

												Tata	la.
Ln	Ch	Start	End	Inventory Code	Break	Start/End T	Time Days	Len S	pots	Rate Pri	Rtg Type S	Tota Spots	Amount
1	4	10/17/1:	2 10/19/12	M-F 7-9a	CM-All	7-8a	TF	:30	2	\$375,003	0.00 NM	2	\$750.00
				7-8a		(7:00 AM-8:0	00 AM)				1		
	NEW:	S									1		
	S	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 1	0/15/12	10/21/12	TF	2	\$375.00	0.00						
2	4	10/17/1:	2 10/19/12	M-F 7-9a	CM-All	8-9a	TF	:30	2	\$375.003	MM 00.0	2	\$750.00
				8-9a		(8:00 AM-9:0	00 AM)				1		
	NEW:	S			·····								
	S	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 1	0/15/12	10/21/12	TF	2	\$375.00	0.00				1		
3	4	10/17/1	2 10/19/12	M-F 5-6p	CM-All	5-530p	TF	;30	2	\$400.003	0.00 NM	2	\$800.00
				5-530p	· · · · · · · · · · · · · · · · · · ·	(5:00 PM-5:	30 PM)	, , ,			i		
	NEW:	S											
	S	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				I		
W	eek: 1	0/15/12	10/21/12	TF	2	\$400.00	0.00				1		

Print Date: 10/18/12

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583087

Flight Dates 10/17/12-10/22/12

Hiatus Dates

<u>Original Date / Revision</u> 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser Akin/R/MO/US Senate Product MO-US SEN-TODD AKIN Estimate # 2906

4	4 10/17/1	2 10/19/12	M-F 5-6p		530-6p	TF	:30	2	\$400.003	0.00 NM	2	\$800.0
NE	ws		530-6p		(5:30 PM-6:0	0 PM)				ĺ		
	Start Date c: 10/15/12	End Date 10/21/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$400.00	Rating 0.00						
~		2 10/19/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	100 see see 1 0 00 see see	:30	2	\$540,003	0.00 NM	2	\$1,080.0
	WS <u>Start Date</u> (; 10/15/12	End Date 10/21/12	Weekdays TF	Spots/Week 2	<u>Rate</u> \$540.00	Rating 0.00						
8	4 10/17/1	2 10/19/12		CM-All	9-930p (9:00 PM-9:3	TF	:30	3	\$800,003	0.00 NM	3	\$2,400.0
	WS <u>Start Date</u> c: 10/15/12	End Date 10/21/12	<u>Weekdays</u> TF	Spots/Week 3	<u>Rate</u> \$800,00	Rating 0.00						
	4 10/22/1 WS	2 10/22/12	M-F 9-10p 9-930p		9-930p (9:00 PM-9:3	M O PM)	:30	1	\$800.003	MM 00.0	1	\$800.0
	Start Date c: 10/22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00						
10 NF	4 10/22/1 WS	2 10/22/12	M-F 630-7p M-F 630-7p	CM-AII	630-7p	M	:30	1	\$1,000.003	0.00 NM	1	\$1,000.0
	Start Date : 10/22/12	End Date 10/28/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
	4 10/18/1 WS	2 10/19/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	TF	:30	1	\$400.003	0.00 NM	1	\$400.0
	Start Date c 10/15/12	End Date 10/21/12	<u>Weekdays</u> TF	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00			···			
112		2 10/20/12	Sa 10-1030p		10-1030p	5-	:30	1	\$800.002	0.00 NM	1	\$800.0
	Start Date 10/15/12	End Date 10/21/12	Weekdays S-	Spots/Week 1	Rate \$800.00	Rating 0.00						
13	4 10/20/1 Start Date	2 10/20/12 End Date	MLB Champions	nip Serie	(6:30 PM-9:3	^	:30	7	\$1,000.003	0.00 NM	1	\$1,000.0
Week	: 10/15/12	10/21/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
14	4 10/21/1	2 10/21/12	Su 10-1030P Su 10-1030p	CM-AII	10-1030p	S	:30	1	\$800.002	0.00 NM	1	\$800.0
Week	Start Date c: 10/15/12	End Date 10/21/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$800.00	Rating 0.00						
***************************************		2 10/22/12		CM-AII	1030-1102p	M	:30	1	\$600.002	0.00 MM	1	\$600.0
			Weekdays									